

Support for the working draft of HB-5028,  
**AN ACT CONCERNING DEVELOPING THE CREATIVE ECONOMY**

The Bushnell Center for the Performing Arts, a not-for-profit performing arts venue located in Hartford, Connecticut, voices strong support for the working draft of **HB-5028, AN ACT CONCERNING DEVELOPING THE CREATIVE ECONOMY**.

By implementing HB-5028 Connecticut will join a host of other states that have already enacted legislation designed to analyze the positive impacts the creative economy provides to state economies, and to encourage the growth and development of Connecticut's own creative economic sector. Often overlooked, the creative sector is a significant economic force that brings myriad positive benefits to our State—and, its contributions will grow should this legislation be enacted.

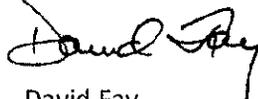
Many people do not realize that Connecticut's creative sector:

- **Is a \$900 million dollar industry that annually generates \$244 million in direct economic activity** for the greater Hartford region, and \$436 million statewide.
- **Adds \$145 million annually to the economy**, has tripled its economic impact over a 10 year period, and is poised for dynamic growth.
- **Supports cultural tourists who spend an additional \$99 million** on food, souvenirs, parking and lodging when they attend cultural events as compared to other tourism sectors.
- **Operates at an economic impact level more than three times that of the national average.**
- **Generates more than three times the number of full-time equivalent jobs**, more than 3.5 times the amount of resident household income, and more than four times the state government tax revenue.
- **Delivers \$23.5 million in local and state government revenue annually.**

When communities invest in the arts, there is a tendency to think that cultural benefits are derived at the expense of economic benefits. A recent study by the Americans for the Arts, a nationally respected arts research and advocacy organization, conducted a study of the economic benefits of the arts in Hartford, Connecticut, that can be accessed online at <http://www.letsgoarts.org/Document.Doc?&id=22>. The study clearly demonstrates that Connecticut's creative sector generates extraordinary economic activity, jobs, and tax revenues for our state. **When people from the creative sector tell you that the arts mean business—that's not just a slogan—it's the truth!**

Thank you for the opportunity to voice my strong support of this bill.

Sincerely,



David Fay,  
President and CEO  
The Bushnell Center for the Performing Arts

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